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John Allen Chalk: Personal Correspondence

John Allen Chalk

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To: Bill McClure

John Allen Chalk

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September 2, 1970

Mr. Bill McClure
R. B. Sweet Company
Box 4055
Austin, Texas

Dear Bill:

I am interested in advertising my new book published by Carlton Press of New York City, in both Christian Woman and Christian Chronicle. The publishing company does not plan to do any media advertising of the book, therefore, I am going to have to bear the expense of any advertising that is done.

Under separate cover I have sent you a copy of the book for your consideration. I have thought in terms of an ad that might simply make use of the front of the dust jacket as the format into which any other pertinent information could be superimposed. After getting the book and looking at it, would you either write or call me about the possible ways we could advertise the book in these two publications? I will be happy to do whatever art work is necessary. I wanted you to look at it, however, and make some suggestions to me.

I am also interested in whatever cooperative arrangement on which we can agree. Since I will not be selling the book directly from my office, but rather will be selling it through book sellers, and I will be happy for R. B. Sweet to carry the book. I am wondering if there is any way we can arrange a cooperative, a sharing of the expense of the advertising?

There are several distinctive features about the book that might be of interest to the readers of Christian Woman and Christian Chronicle. First, the discussion questions for each chapter at the back of the book make it an ideal study for Ladies' Bible classes, small group discussions, college-age classes, and other special study groups. The thirteen chapters in the book make it just the right length for a quarters study. Second, preachers and Bible teachers will want the book because of the complete documentation at the end of each chapter. Not only is there a bibliography in the back of the book but all of the statistics and other pertinent facts about the American scene regarding crime, race and materialism are documented. Third, preachers will want this material because of

their continuing need for fresh presentations of the gospel to pertinent contemporary issues. Fourth, parents as well as young people will be interested especially in the four chapters on the sexual revolution. Here both parents and Sunday school teachers of teenagers and college students will find some of the "whys" of the Christian sexual ethics answered.

Any ideas you have about an advertising program for Three American Revolutions, which was released on July 27 of this year by Carlton Press, will be personally appreciated.

Sincerely yours,

John Allen Chalk

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